

Fiscal Year Ending September 30, 2015

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Table of Contents

Chairman's Message.....	2
Explanation of Annual Fiscal Report	4
Tourist Development Council Members & Administrative Staff	5
Council's Agencies of Record	7
Fiscal Year 2015 Budget Totals	8
Monroe County Tourist Development Council ... An Overview.....	9
12.5% Charged to Visitors.....	10
Total Generic Two Penny Expenditures FY 2015 by Percentage (Chart)	11
Generic Two Penny Promotional & Generic Two Penny Administrative	12
Generic Two Penny Events - All Districts	14
Community/Tourism Enhancements	18
Percentage of FY 2015 Bed Tax Revenue by District (Chart)	19
District Two Penny Activities - Key West.....	20
District Two Penny Activities - Big Pine Key (Lower Keys).....	23
District Two Penny Activities - Marathon	24
District Two Penny Activities - Islamorada	26
District Two Penny Activities - Key Largo.....	27
Total District Two Penny Expenditures FY 2015 by Percentage (Chart).....	29
Afterword.....	30



January 25, 2016

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-sixth annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2015. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During the seventh year of my chairmanship, the TDC allocated 5.4 million dollars for capital related projects. While enhancing our appeal to our visitors, the availability of these capital funds lessens the tax burdens on our residents, and contributes to residents' quality of life. The TDC has continued to fund municipalities for beach maintenance and restoration; park improvements; and museum restoration and maintenance in all districts. Non-Profit organizations have received funding throughout the Keys for such projects as the 2nd phase of renovation of the Scottish Rite Museum owned by the Studios of Key West; Vietnam Veteran's Memorial Project; Tennessee Williams and Waterfront Playhouse renovations; Key West Customs house upgrades; Coral Reef throughout the Keys; City of Marathon Oceanfront Park improvements; purchase of buildings for the Dolphin Research Center; Pigeon Key repairs; Islamorada Keys History & Discovery Center Theater and Permanent Exhibits; Founders Park playground equipment; Islamorada Diving Museum enhancements; Key Largo Old Settlers Park and Rowell's Beach Park improvements.

Our Market Research program included a comprehensive study on Keys Lodging; top market focus groups; a study of illegal vacation rentals and vacation rental fraud; and the impact of the Netflix series "Bloodline" filmed on location and set in the Florida Keys. The Market Research Director also presented a new program called nSight for Travel reports and visitor trends to the TDC throughout the year.

For our Sales Department, in an effort to showcase the development of Keys lodging properties and increase in inventory, we brought our European agencies of record over to do 'hard hat' tours and familiarize themselves with the structure and extent of development through the Keys. We also hosted several familiarization trips for members of the travel trade throughout the year with representation coming from all of our major inbound international markets including, but not limited to, Germany, Scandinavia, Italy, Switzerland, the Benelux countries and France.

Tinsley Advertising produced two (2) new high-definition commercials featuring accommodations and dining/cuisine throughout the Florida Keys. The agency also participated in a cross-marketing promotional effort in Boston during the month of February. Agency staff throughout the year kept the TDC apprised of media campaigns and current collateral materials.

NewmanPR successfully coordinated a cross marketing promotional effort of the Toronto Key Lime Pie Promotional project to generate Keys awareness prior to the Winter Season by giving out free slices of Key Lime Pie. For the months of April to September the agency entered into an agreement for a 26 week Scuba Nation Television Show, that dedicated two shows on the Florida Keys, "Florida Keys Dive Minutes", and 78 airings of a Florida Keys Billboard. For the last part of the year the agency headed up a six week "#Seize the Keys" social media campaign.

After successfully serving the TDC for sixteen (16) years, Floridakeys.com entered into a further three (3) year agreement to provide professional website services, which includes consulting and technological advice relating to the Tourist Development Council (TDC) website. The agency redesigned the TDC mobile website to accommodate the increased number of mobile phone users worldwide resulting in a 50% increase in the amount of time visitors spend on the site, and a 35% increase to the number of pages visited.

In addition, the TDC reviewed the achievements of the FY 2015 marketing plan goals and continued to support and work with the Dive, Fishing and Cultural Umbrellas. The TDC worked to streamline the capital funding process for applicants seeking \$10,000 or less which simplified the process and reduced time and costs associated with processing allocations.

As part of our ongoing marketing strategy, TDC staff presented event funding workshops to assist the one hundred and eleven events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike.

The TDC continued to modify their marketing plan to meet the economic trends resulting in a 11.4% increase of bed tax revenues over last year.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers, who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2014-2015 (10/1/2014 – 9/30/2015)
Monroe County Tourist Development Council

Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2015, and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/12 to 8/16

Appointed by Neugent
District Appointment
District III

Mr. Harry Appel

Deer Run Bed & Breakfast
1997 Long Beach Drive
Big Pine Key, FL 33043
Term of Service: 8/11 to 8/15,
Classification: Tourist Accommodations

Appointed by Wigington
District Appointment
District II

Mr. Peter H. Batty, Co-Treasurer

Keys Energy Services Utility Board
912 Georgia Street
Key West, FL 33040
Term of Service: 8/13 to 8/17
Classification: Elected Official

Appointed by Murphy
District Appointment
District I

Mr. James Bernardin

Pine & Palms Resort.
148 Gulfside Dr.
Islamorada, FL 33036
Term of Service: 1/12 to 2/16,
Classification: Tourist Accommodations

Appointed by Rice
District Appointment
District IV

Mayor Craig Cates, Co-Treasurer

City of Key West
525 Angela Street
Key West, FL 33040
Term of Service: 11/13 to 11/17
Classification: Elected Official

BOCC Appointment

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/13 to 7/17
Classification: Tourist Related Industry

Appointed by Murphy
Mayoral Appointment

Ms. Julie Fondriest, Treasurer

Historic Key West Inns
325 Julia Street
Key West, FL 33040
Term of Service: 9/14 to 9/18 Replaced Wright
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

Ms. Ronnie Harris

Kona Kai Resort
 97802 Overseas Highway
 Key Largo, FL 33037
 Term of Service: 7/15 to 8/19
 Classification: Tourist Accommodations

Appointed by Murphy
 District Appointment
 District V

Mayor Danny Kolhage

Monroe County Board of County Commissioners
 530 Whitehead Street
 Key West, FL 33040
 Term of Service: Assigned per Ordinance 11/18/14
 Classification: Elected Official

BOCC Appointment

Mayor Sylvia J. Murphy

Monroe County BOCC
 Murray E. Nelson Government Center
 102050 Overseas Highway, Ste. 234
 Key Largo, FL 33037
 Term of Service: Assigned per Ordinance 11/13
 Classification: Elected Official

BOCC Appointment

Ms, Gayle Tippet

Strike Zone Charters
 29675 Overseas Highway
 Big Pine Key, FL 33043
 Term of Service: 9/15 to 9/19
 Classification: Tourist Related Industry

Appointed by Kolhage
 District Appointment
 District II

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
 Key West, FL 33040
 (305) 296-1552

Harold D. Wheeler
 Director

Maxine Pacini
 Office Mgr.

Lynda Stuart
 Corporate Mgr.

Stacey Mitchell
 Dir. of Sales

Jessica Bennett
 Dir. of Market Research

Rita Troxel
 Film Liaison

Kelly Scarbrough
 Admin. Asst.

Ammie Machan
 Admin. Asst.

Jean Brohaugh
 Finance Asst.

Bonnie Fritzke
 Office Asst.

Lynne Ragusea
 Office Asst.

Laura Hamm
 Admin. Secty.

Jack Meier
 Sales Mgr.

Sabine Pons-Chilton
 Sales Mgr.

Liana Pyne
 Sales Coordinator

Yves Vrielynck
 Sales Mgr.

Steve Smith
 Specialty Mkt. Sales

Guy A. Ross
 Specialty Mkt. Sales

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:
Mr. John Underwood
Vice President – Account Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:
Mr. Andy Newman
Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:
Mr. Clinton Barras
Account Manager

FISCAL YEAR 2015

GENERIC TWO PENNY

Revenue	13,892,213
5% Reserve	<u>(694,611)</u>
Subtotal	13,197,602
Balance forward	<u>9,254,088</u>
Total Revenue available for appropriation	22,451,690

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	14,417,901
5% Reserve	<u>(720,895)</u>
Subtotal	13,697,006
Balance Forward	<u>8,157,798</u>
Total Revenue available for appropriation	21,854,804

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

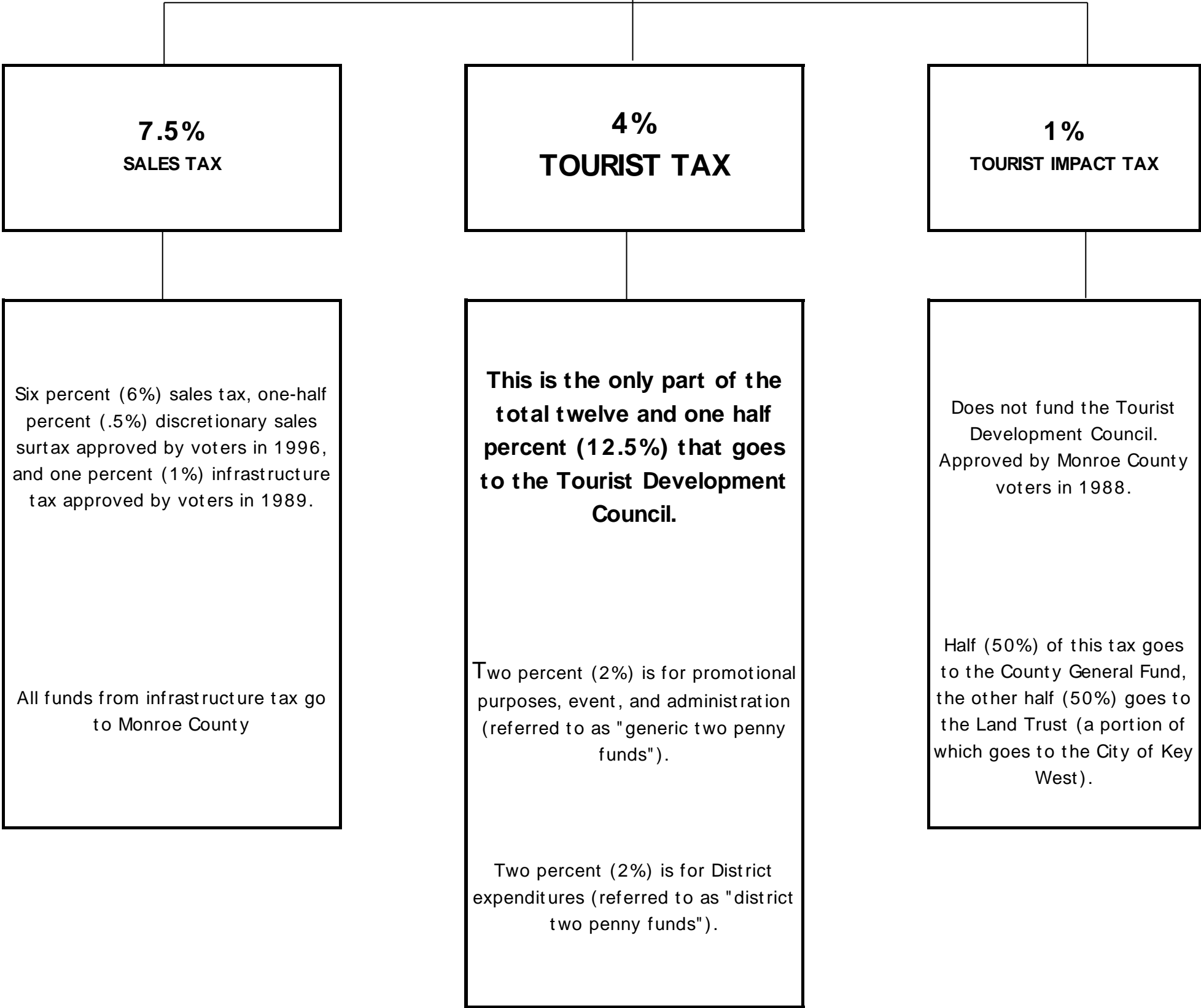
The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

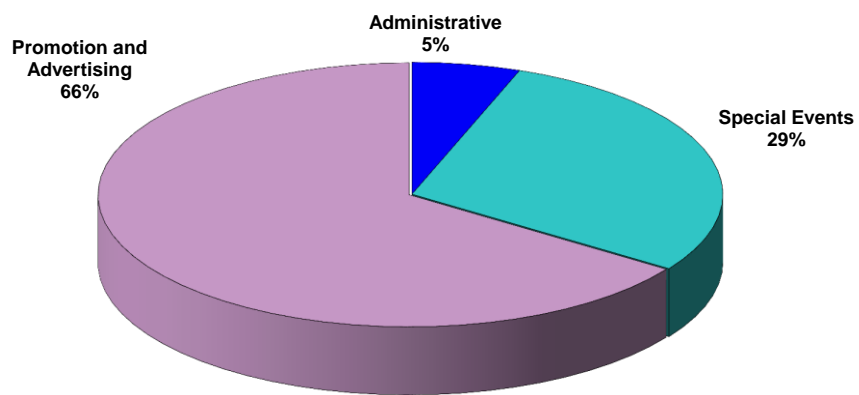
The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.

**12.5% CHARGED TO VISITORS
FOR LODGING ACCOMODATIONS IN
THE FLORIDA KEYS**



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total GenericTwo Penny Expenditures FY 2015



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
BED TAX REVENUE	8,439,092	9,370,298	931,206
5% RESERVES F.S.129.01	(421,955)	(468,515)	(46,560)
BALANCE FORWARD	<u>5,857,532</u>	<u>5,340,089</u>	<u>(517,443)</u>
TOTAL REVENUE	13,874,669	14,241,872	367,203

PROMOTIONAL

	<u>FY '14</u>	<u>FY '14</u>	<u>FY '15</u>	<u>FY '15</u>	<u>FY '15</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Advertising Resources	210,292	0	200,741	0	0
Fees & Commissions - Finance	56,784	27,517	56,784	27,517	0
Market Research	415,700	197,874	0	0	0
Advertising	6,670,000	6,659,231	7,070,000	7,034,978	0
Mail Fulfillment (Trade)	17,865	9,012	18,937	10,519	0
Sales & Marketing	744,600	726,744	829,000	816,632	0
Website Related Expenses	210,000	58,398	210,000	47,006	0
Promotional Staffing	867,221	629,156	879,221	521,232	0
European Sales Agency	309,400	309,396	338,000	336,961	0
Monroe Council of the Arts	72,500	72,500	72,500	72,500	0
County Services	<u>131,818</u>	<u>62,133</u>	<u>131,818</u>	<u>39,610</u>	<u>0</u>
Total Promotional	9,706,180	8,751,961	9,807,001	8,906,955	0

GENERIC TWO PENNY PROMOTIONAL TOTAL

\$9,706,180	\$8,751,961	\$9,807,001	\$8,906,955	\$0
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ADMINISTRATIVE

	<u>FY '14</u>	<u>FY '14</u>	<u>FY '15</u>	<u>FY '15</u>	<u>FY '15</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Salaries/Legal	10,004	8,143	9,162	9,009	0
Fees & Commissions - Finance	18,270	8,854	18,270	8,855	0
Administrative Advertising	12,000	7,298	12,000	7,004	0
Board & Admin Travel	23,820	12,634	25,250	16,362	0
Capital Outlay	4,955	2,324	6,069	3,319	0
Administrative Resources	163,288	(1,347)	193,439	0	0
Business Lease	142,660	111,648	142,660	111,405	0
Dues & Subscriptions	700	211	8,700	7,998	0
Communications	20,500	6,960	20,500	7,521	0
Equipment Rental & Leases	12,000	6,456	12,000	6,490	0
Visit Florida	13,592	13,592	12,000	6,399	0
Repair & Maint Services	<u>4,500</u>	<u>1,597</u>	<u>4,500</u>	<u>3,130</u>	<u>0</u>
Subtotal	426,289	178,370	464,550	187,492	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Operating Supplies	295	289	290	289	0
Office Supplies	11,705	10,228	11,710	10,158	0
Courier Service	2,500	1,570	2,500	150	0
Janitorial	6,000	5,400	6,000	5,400	0
Computer Software	1,500	0	19,999	19,999	0
Small Equipment	3,045	2,641	1,931	1,927	0
Administrative Services	<u>531,670</u>	<u>249,245</u>	<u>603,761</u>	<u>545,012</u>	<u>0</u>
Total Administrative	983,004	447,743	1,110,741	770,427	0
SPECIAL PROJECTS					
Dist I Ad Campaign ¹	596,685	596,685	669,730	650,605	0
Dist II Ad Campaign ²	47,279	45,780	56,622	56,622	0
Dist III Ad Campaign ³	134,466	83,870	159,130	159,130	0
Dist IV Ad Campaign ⁴	125,325	111,529	131,796	131,796	0
Dist V Ad Campaign ⁵	<u>109,563</u>	<u>83,464</u>	<u>134,685</u>	<u>134,685</u>	<u>0</u>
Total Admin Special Projects	1,013,318	921,328	1,151,963	1,132,838	0
RESERVES					
Emergency	326,982	0	326,982	0	326,982
Emergency	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>
Total Admin Emergency	2,172,167	0	2,172,167	0	2,172,167
*Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
ADMINISTRATIVE TOTAL	\$4,168,489	\$1,369,071	\$4,434,871	\$1,903,265	\$2,172,167
GENERIC TWO PENNY TOTAL	\$13,874,669	\$10,121,032	\$14,241,872	\$10,810,220	\$2,172,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

¹ Page **22**
² Page **23**
³ Page **25**
⁴ Page **26**
⁵ Page **28**

GENERIC TWO PENNY EVENTS ALL DISTRICTS	<u>REVENUE:</u>	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
	BED TAX REVENUE	4,072,535	4,521,915	449,380
	5% RESERVE F.S. 129.01	(203,627)	(226,096)	(22,469)
	BALANCE FORWARD	<u>3,684,668</u>	<u>3,913,999</u>	<u>229,331</u>
	TOTAL REVENUE	7,553,576	8,209,818	656,242

	<u>FY '14 Appropriations</u>	<u>FY '14 Expenditures</u>	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '15 Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	31,259	25,446	28,631	28,153	0
Fees & Commissions - Finance	39,585	19,183	39,585	19,183	0
Mail Fulfillment (Consumer)	59,156	21,360	59,156	22,270	0
Events Resources	549,977	0	434,515	0	0
FL Keys & Key West Film Comm	249,999	170,165	250,000	162,583	0
Public Relations Fees	585,000	585,000	585,000	585,000	0
Public Relations Expenses	1,000,000	850,860	1,050,000	865,475	0
Market Research	0	0	583,500	329,919	0
County Services	<u>65,436</u>	<u>65,353</u>	<u>65,436</u>	<u>58,182</u>	<u>0</u>
Total Administrative	2,580,412	1,737,367	3,095,823	2,070,765	0
SPECIAL EVENTS					
Battle in the Bay ⁹	0	0	6793	0	0
BP & LK Nautical Flea Market	316	316	0	0	0
Brew On The Bay	10,000	9,145	10,000	10,000	0
DAC I Resources	5,000	0	0	0	0
Conch Life Scramble '13	20,000	20,000	0	0	0
Conch Life Scramble	10,479	0	10,479	4,620	0
Fantasy Fest '13	30,000	30,000	0	0	0
Fantasy Fest '15	0	0	140,000	0	140,000
Florida Keys Island Fest	20,000	18,355	0	0	0
Florida Keys Seafood Festival	25,000	23,077	0	0	0
Goombay	25,000	0	25,000	16,394	0
Hemingway 5K Sunset Run	10,000	9,703	0	0	0
Heros Welcome Tribute Weekend '13	50,000	38,129	0	0	0
Heros Welcome Tribute Weekend '14	30,000	0	30,000	26,136	0
Holiday Historic Tours	17,000	16,904	0	0	0
Islamorada Swim for Alligator Lgthse	30,000	12,773	30,000	11,780	0
Key West Brewfest '13	17,000	11,368	0	0	0
Key West Brewfest '14	17,000	0	17,000	15,178	0
Key West Paddleboard Classic	10,000	7,535	0	0	0
Key West Pride	25,000	24,595	0	0	0
Key West Race Week	0	0	120,000	120,000	0
Key West Triathlon & Expo	10,000	0	10,000	8,360	0
Key West Half Marathon & 5K Run	25,000	24,475	0	0	0
KW World's Championship '13	120,000	120,000	0	0	0
KW World's Championship '14	100,000	0	100,000	100,000	0
Key Largo Bridge Run '14	15,000	0	15,000	10,023	0
Key Largo Bridge Run '15 ¹⁰	0	0	4,996	0	0
KL Stone Crab & Seafood Festival	27,873	27,533	0	0	0
Original Marathon Seafood Festival	0	0	50,000	50,000	0
Publix Mad Dog Mandich ¹¹	0	0	3,602	0	3,602
Marathon Grand Prix of the Sea	14,891	0	0	0	0
No Name Race ⁸	7,500	6,264	7,325	5,755	0
Orange Bowl Winter Training '15	0	0	50,000	0	0
Southernmost Marathon	17,000	4,005	17,000	10,002	0
FKCC Swim Around Key West '13	4,976	4,976	0	0	0
FKCC Swim Around Key West '14	5,024	0	10,000	9,803	0
FKCC Swim Around Key West '15 ⁶	0	0	8,198	0	8,198
Phil Peterson's Poker Run '13	75,000	75,000	0	0	0
Phil Peterson's Poker Run '14	20,000	0	20,000	19,506	0
Phil Peterson's Poker Run '15 ⁷	0	0	95,000	0	95,000
Tropical Heat	8,948	1,176	8,948	5,830	0
Uncorked Isla & KL Food & Wine	0	0	20,000	19,090	0
Underwater Music Festival	15,000	10,187			0
Univ of Miami Sports Hall of Fame	0	0	40,000	40,000	0
Aux DAC III Ad Campaign	0	0	14,891	0	0
Womenfest '14	<u>0</u>	<u>0</u>	<u>5,000</u>	<u>0</u>	<u>0</u>
Total Special Events	818,007	495,516	869,232	482,477	246,800

**EVENTS
ALL DISTRICTS**

	FY '14	FY'14	FY '15	FY'15	FY'15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Art! Key West	16,249	16,249	20,211	20,211	0
Big Pine & Lower Keys Art Festival	9,150	6,672	9,150	0	0
Big Pine & Lower Keys Art Festival '15	0	0	8,213	1,345	8,213
Cultural Umbrella Resources	586	0	2,000	0	0
FK Birding & Wildlife Fest '13	12,324	0	0	0	0
FK Birding & Wildlife Fest '14	13,730	12,541	13,730	75	0
FK History of Diving Museum '13	5,000	0	0	0	0
FK History of Diving Museum	20,800	20,221	0	0	0
FK Celtic Festival	10,836	9,814	21,333	18,625	21,333
FL Keys Art Guild Outdoor Art Fest	4,834	0	0	0	0
Garden Club of the Upper Keys	8,188	8,184	20,800	0	0
Generic Arts Advertising	531,346	517,833	470,499	453,854	0
Ginsberg Theatre Productions			20,250	17,954	
Impromptu Concerts	16,288	15,087	19,356	16,119	0
International Sand Art Competition	0	0	12,338	9,784	
Key West Garden Club	12,606	12,500	15,014	13,843	0
Key West House & Garden Tours	16,249	15,504	19,434	17,182	0
Key West Art & Hist Society '13	10,000	0	0	0	0
Key West Art & Hist Society '14	18,015	18,015	15,000	0	0
Key West Art & Hist Society	0	0	21,299	21,112	21,299
Key West Burlesque Season	15,738	9,336	12,000	0	0
Key West Burlesque Season	0	0	19,123	19,123	19,123
Key West Film Festival	15,542	15,403	0	0	0
Key West Fringe '14	15,935	14,435	12,000	0	0
Key West Fringe	0	0	20,367	20,093	
Key West Int'l Latin Arts Festival	15,464	14,724	10,000	0	0
Key West Summer Stage			14,365	7,693	
HS Truman Foundation	15,000	0	12,000	0	0
Truman In Key West '13	5,000	0	0	0	0
Truman In Key West	16,092	15,039	0	0	0
Little White House Season	0	0	19,434	11,410	19,434
Key West Literary Seminar	16,680	16,310	20,367	20,015	0
Key West Symphony Orchestra	16,013	15,614	21,997	18,732	0
KW Tropical Forest & Botanical '13	5,000	0	0	0	0
KW Tropical Forest & Botanical	15,660	15,591	18,501	17,391	0
Keys Community Concert Band	16,459	16,327	19,679	18,121	0
Marathon Community Theatre '13	5,000	0	0	0	0
Marathon Community Theatre	21,250	6,716	5,000	2,205	0
Marathon Community Theatre	0	0	20,000	12,925	22,000
Master Chef's Classic	8,538	4,713	9,622	9,413	0
MFMHM	15,000	0	15,000	0	0
Mel Fisher Maritime Museum	17,308	17,267	20,444	20,444	20,444
Morada Way Walkabouts '13	10,000	0	0	0	0
Morada Way Walkabouts '14	23,188	21,767	20,000	0	0
Morada Way Walkabouts	0	0	23,250	18,939	23,250
Nutcracker Key West	0	0	19,511	19,494	0
Performance at St Paul's '13	7,000	0	0	0	0
Performance at St Paul's	6,608	1,680	0	0	0
Pigeon Key Arts Festival	<u>17,250</u>	<u>12,686</u>	<u>18,083</u>	<u>18,083</u>	<u>0</u>
Subtotal	1,005,926	850,228	1,039,370	824,185	155,096

**EVENTS
ALL DISTRICTS**

	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Red Barn Theatre '13	5,000	0	0	0	0
Red Barn Theatre '14	17,622	17,335	10,000	0	0
Red Barn Theatre	0	0	21,222	21,222	0
Sculpture Key West	16,563	14,401	0	0	0
Sculpture Key West*	0	995	0	0	0
Southernmost Dance Theatre	0	0	19,589	6,743	0
Studios of Key West	17,034	16,093	21,066	20,418	0
Tennessee Williams Theatre	13,880	7,137	18,333	5,951	0
Tennessee Williams Birthday	0	0	3,762	3,762	0
Underwater Music Festival '13	1,000	0	0	0	0
Waterfront Playhouse	<u>18,299</u>	<u>18,119</u>	<u>21,338</u>	<u>21,338</u>	<u>0</u>
Total Cultural Umbrella	1,095,324	924,308	1,154,680	903,619	155,096
FISHING UMBRELLA EVENTS-TOURNAMENTS					
Fishing Umbrella Resources	3,832	0	15,087	0	0
BP & Lower Keys Dolphin Tourn	11,250	8,898	13,000	10,275	0
Capt Don Gurgiole Sailfish	1,000	0	0	0	0
Capt Don Gurgiole Sailfish	4,000	4,000	0	0	0
Capt Leon Shell Billfish	10,000	10,000	0	0	0
Cheeca Lodge All American Fishing	5,750	5,750	5,000	3,376	0
Cuda Bowl	6,000	4,959	4,500	4,319	0
Dolphin, Black Fin Tuna Fun Fishing	5,000	4,840	0	0	0
Del Brown Invitational Permit	5,000	4,594	3,500	3,053	0
Florida Keys Dolphin Championship	28,833	28,254	45,500	43,463	0
Fishing TV Production	80,000	33,900	46,613	45,200	0
Fishing Umbrella Advertising	352,500	348,687	368,500	364,499	0
Fishing Umbrella PR	50,000	48,720	60,000	55,876	0
Golden Fly Tarpon Tournament	1,000	1,000	1,000	1,000	0
Islamorada Spring Fishing Classic	0	0	5,000	5,000	
Islamorada Winter Fishing Classic	0	0	5,000	4,927	
Isla All-Tackle Bonefish Championship	1,750	0	1,750	1,750	0
Isla All-Tackle Bonefish & Permit	0	0	2,000	0	2,000
Islamorada Jr. Sailfish Tourney	2,000	2,000	2,500	2,500	0
Islamorada Ladies Sailfish Tournament	2,000	2,000	2,000	2,000	0
Islamorada Sailfish Tournament	7,750	7,641	7,000	7,000	0
Islamorada Dolphin Tournament	5,000	4,919	5,000	5,000	0
Jim Boker Isla Bonfish & Redfish	2,000	2,000	2,000	1,875	<u>0</u>
Key Largo Sailfish Challenge	8,375	7,523	8,000	7,986	0
Key West Fishing Tournament '13	20,000	680	0	0	0
Key West Fishing Tournament '14	50,000	46,475	40,000	1,500	0
Key West Fishing Tournament	0	0	55,000	51,902	55,000
Key West Marlin Tournament '13	2,000	0	0	0	0
Key West Marlin Tournament	50,000	45,916	50,000	50,000	0
Key West Sailfish Championship	20,000	15,818	30,000	5,851	0
KW Gator Club Dolphin Rodeo	11,000	5,426	0	0	0
Ladies Dolphin Tournament of the FK	4,795	4,265	0	0	0
Baybone Celebrity	<u>4,795</u>	<u>2,738</u>	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	755,630	651,003	777,950	678,352	57,000

EVENTS
ALL DISTRICTS

	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Marathon Int'l Bonefish '13	5,000	0	0	0	0
Marathon Int'l Bonefish '14	5,000	0	5,000	2,377	0
Marathon Int'l Bonefish	0	0	5,000	0	5,000
Marathon Bull & Cow Dolphin	10,000	8,364	12,000	11,066	0
March Merkin Permit Tournament	5,000	3,350	3,000	1,652	0
Redbone Celebrity	4,500	2,780	0	0	0
Nick Sheahan Dolphin Rodeo	8,370	8,370	9,800	9,800	0
Robert James SLAM Celebrity	10,500	5,013	10,500	0	0
Stock Island Marina King Mackerel	16,000	15,294	16,000	15,741	0
Take Stock in Children '13	4,000	3,499	0	0	0
Take Stock in Children '14	5,000	0	5,000	5,000	0
Take Stock in Children	0	0	10,000	0	10,000
Tarponian Tournament	3,000	1,775	3,000	3,000	0
Viking Yachts Key West Challenge	<u>0</u>	<u>0</u>	<u>5,000</u>	<u>1,196</u>	<u>0</u>
Total Fishing Umbrella	832,000	699,448	862,250	728,184	72,000
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>700,000</u>	<u>678,922</u>	<u>700,000</u>	<u>673,231</u>	<u>0</u>
Total Dive Umbrella	700,000	678,922	700,000	673,231	0
RESERVES					
Emergency	<u>1,527,833</u>	<u>0</u>	<u>1,527,833</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	1,527,833	0	0
*Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
EVENTS TOTAL	\$7,553,576	\$4,535,561	\$8,209,818	\$4,858,276	\$473,896

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

⁶ Page 22

⁷ Page 26

⁸ Page 23

⁹ Page 25

¹⁰ Page 28

¹¹ Page 26

Community/Tourism Enhancements

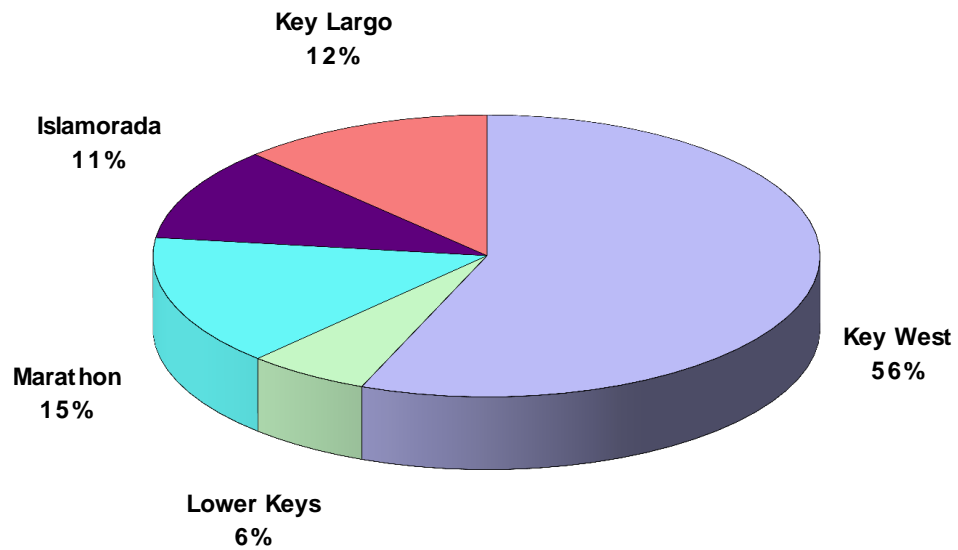
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

- Cleaning and maintenance of Keys Beaches (Smathers, Higgs, CB Harvey Rest (Key West); Veteran's Park/Little Duck Key (Big Pine Key); Sombrero & Coco Plum (Marathon); Anne's & Library (Islamorada) and Harry Harris and Settler's Park (Key Largo)
- Florida Keys Museum of Natural History restoration of the Adderley House
- Dolphin Research Center projects
- Pigeon Key Foundation – ongoing projects including solar energy installation
- Customs House in Key West
- White Street Pier/Higgs and Rest Beaches Projects
- Higgs Beach Special Fund encompassing several major projects
- Smathers Beach – continued maintenance and restoration
- Sinking of offshore vessels for artificial reef projects (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- Ongoing upgrades to East and West Martello Towers
- Marathon Community Theatre
- Marathon Garden Club
- City of Marathon – beach improvements, installation of observation boardwalk, kayak docks & tiki huts
- Friends of the Islamorada State Parks
- Village of Islamorada Founder's Park Community and Kiddy Pool, Amphitheatre and repairs to the Hurricane Monument, Islamorada beaches – beach parks cleaning and trash removal & boardwalk replacement project
- Friends of Mallory Square Memorial
- Kitzo-Berg Beach Walkway
- Florida Keys Wild Bird Center – Acquisition of building
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Botanical Garden Projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Mote Marine Lab
- Tennessee Williams Theatre projects
- Studios of Key West projects
- Florida Keys Eco-Discovery Center
- Florida Keys History of Diving Museum projects
- Island Dolphin Care
- San Carlos repairs
- Audubon/Geiger House Museum & Tropical Gardens
- Little White House projects
- Waterfront Playhouse ongoing upgrades
- Old Island Restoration Foundation
- AIDS Memorial Repair
- Marine Mammal Conservancy projects
- Schooner Western Union Maritime Museum Refit Project
- Key West Players stage repair
- History of Diving Museum ongoing projects
- Monroe County Key Largo Cultural Center Improvements
- Rowell's Marina – beach renovations
- Bayview Park Vietnam Veteran's Memorial Project
- Truman Annex Waterfront Project – Amphitheater
- Scottish Rite Masonic Center – Building Improvements
- Oldest House – Repairs
- Key West Lighthouse – Preservation Project
- Mel Fisher Improvements Project

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike. District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County, are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2015 Bed Tax Revenue by District

As Per September 2015 MCTDC 4 Penny Bed Tax Report



DISTRICT TWO PENNY ACTIVITIES KEY WEST	REVENUE:	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
	BED TAX REVENUE	7,323,166	8,204,689	881,523
	5% RESERVES F.S. 129.01	(292,927)	(410,234)	(117,307)
	BALANCE FORWARD	<u>4,192,685</u>	<u>5,207,815</u>	<u>1,015,130</u>
	TOTAL REVENUE	11,222,924	13,002,270	1,779,346

	<u>FY '14</u> <u>Appropriations</u>	<u>FY '14</u> <u>Expenditures</u>	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '15</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	12,502	10,178	11,451	11,261	0
Fees & Commissions - Finance	1,705	824	1,705	824	0
Utilities	17,335	3,876	19,477	3,625	0
Administrative Services	142,977	142,977	156,103	35,658	0
County Services	108,639	108,534	108,639	59,799	0
Administrative Resources	<u>92,724</u>	<u>0</u>	<u>101,644</u>	<u>0</u>	<u>0</u>
Total Administrative	375,882	266,389	399,019	111,167	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	317,867	317,867	333,761	333,761	0
KWBG Gay & Lesbian VIS	<u>45,250</u>	<u>45,250</u>	<u>50,000</u>	<u>50,000</u>	<u>0</u>
Total VIS	363,117	363,117	383,761	383,761	0

CAPITAL PROJECTS					
W Martello - Salary	50,365	47,643	48,940	48,148	0
Higgs Beach - Salary	72,555	67,146	61,989	61,280	0
Capital Project Resources	0	0	381,855	0	0
Customs House Fire Protection	20,912	0	20,912	20,912	0
Customs House Electrical Repairs	21,011	0	21,011	21,011	0
Customs House 2nd Floor Window Repair	82,700	82,700	0	0	0
Customs House Plumbing Repair, Upgrades	0	0	19,100	19,100	0
Customs House Museum Roof Repairs	0	0	170,990	0	170,990
Smathers/Rest Beach - Cleaning	380,000	376,271	380,000	380,000	0
Harry S Truman Restroom Renovation	25,000	25,000	0	0	0
Higgs Beach Util/Maint/Op	134,675	119,197	144,000	104,866	0
Higgs Beach - Cleaning	125,835	124,327	133,853	132,611	0
Higgs Beach Operating Supplies	6,225	4,170	0	0	0
Higgs Beach Reestablish Shoreline	75,000	0	75,000	0	0
Higgs Beach Brick Paving	24,000	21,509	0	0	0
Key West Lighthouse Preservation	0	0	342,026	82,397	315,026
W Martello Meeting Room Restoration	175,000	22,175	163,000	152,638	0
E Martello Tower Roof Repair	460,761	422,437	0	0	0
Mel Fisher Museum Safety, Security	0	0	6,308	5,781	0
Mote Coral Reef Restoration - Key West	0	0	54,000	54,000	0
Museum Maintenance	12,500	11,500	15,000	11,992	0
Museum Utilities	18,000	18,000	25,000	24,011	0
Museum Risk Management	0	0	424	212	0
E Martello Restroom Roof	0	0	90,000	0	0
KWBGS Security/Accessibility	24,900	0	24,900	24,900	0
KWBGS Security/Accessibility	11,450	9,349	0	0	0
KWBGS Signage, Playground, Dem Garden	0	0	18,250	0	18,250
City of KW Rest Beach Ren	245,000	0	245,000	0	245,000
City of KW Rest Beach Ren	207,000	0	207,000	0	207,000
City of KW Truman Wtrfnt Pk Amphitheater	2,000,000	0	2,000,000	0	2,000,000
City of KW Viet Nam Veterans Memorial	0	0	243,475	0	243,475
Oldest House Shutters, Window Frame	22,112	22,112	0	0	0
Oldest House Lift, Plumbing	3,600	3,600	0	0	0
Oldest House Electrical, Roof Repair	0	0	16,913	8,425	0
San Carlos Minor Repairs	7,080	0	0	0	0
San Carlos Façade Painting	10,000	0	0	0	0
Scottish Rite Masonic Renovation	151,000	0	151,000	151,000	0
Scottish Rite Masonic Renovation	0	0	300,000	300,000	0
Studios of Key West Phase III	0	0	150,000	0	150,000
TWMS Lobby Expansion Enhancement	0	0	350,000	0	350,000
Truman Little White House Kitchen	19,500	0	19,500	19,500	0
Tropic Cinema Phase VIII	57,500	53,927	<u>0</u>	<u>0</u>	0
Waterfront Playhouse A/C,Awnings, Lighting	<u>0</u>	<u>0</u>	<u>171,000</u>	<u>160,972</u>	<u>0</u>
Total Capital Projects	4,443,681	1,431,063	6,050,446	1,783,756	3,699,741

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
SPECIAL EVENTS					
Fantasy Fest '13	120,000	120,000	0	0	0
Fantasy Fest	120,000	0	120,000	120,000	0
Florida Keys Ocean Festival & Craft Show	17,000	15,607	10,000	10,000	0
Florida Keys Seafood Festival	0	0	17,000	17,000	0
Goombay	25,000	18,300	10,000	0	0
Hot Pink Holidays	0	0	10,000	1,473	10,000
Kamp Key West	0	0	10,000	9,682	0
Key West Pride	0	0	25,000	23,187	0
Key West Bight Before Christmas	10,000	9,993	0	0	0
Key West Brewfest	0	0	17,000	0	17,000
Key West Classic Regatta	17,000	8,119	0	0	0
Key West Songwriter's Festival	100,000	100,000	120,000	120,000	0
Key West Paddleboard	0	0	10,000	8,093	0
Key West Land, Sea, Air	0	0	10,000	5,972	0
Southernmost Marathon	25,000	25,000	0	0	0
Tropical Heat '14	1,052	30	1,052	0	0
Tropical Heat	0	0	10,000	10,000	10,000
Hemingway 5K Run & Paddleboard	1,000	0	10,000	10,000	0
Heroes & Villians 5K Run/Walk '14	10,000	3,914	10,000	6,086	0
Heroes & Villians 5K Run/Walk	0	0	10,000	0	10,000
Holiday Historic Inn Tours '13	17,000	0	0	0	0
Key West Film Festival '14	25,000	0	25,000	23,572	0
Key West Film Festival	0	0	25,000	0	25,000
Key West Food & Wine Festival	35,000	35,000	25,000	25,000	0
Key West Half Marathon	0	0	35,000	35,000	0
Key West Holiday Fest '14	35,000	900	35,000	22,020	0
Key West Holiday Fest	0	0	25,000	0	25,000
Key West Race Week	100,000	100,000	120,000	0	120,000
Key West Halloween Half Marathon	0	0	10,000	0	10,000
Keystock Music Festival	10,000	0	10,000	7,549	0
Mel Fisher Days	5,000	0	0	0	0
Mel Fisher Days	10,000	8,832	10,000	9,829	0
Miss Gay USA	0	0	10,000	10,000	0
New Year's Eve Shoe Drop	17,000	0	0	0	0
New Year's Eve Shoe Drop '14	10,000	0	10,000	10,000	0
New Year's Eve Shoe Drop	0	0	10,000	0	10,000
P. Peterson's Key West Poker Run	75,000	0	75,000	72,268	0
Sunset Celebration Welcomes Tall Ships	0	0	10,000	2,052	0
Swim Around Key West '13	5,000	5,000	0	0	0
Swim Around Key West ⁶	0	0	1,802	0	10,000
Womenfest	40,000	252	0	0	0
Womenfest '14	45,000	10,232	45,000	38,914	0
Womenfest	<u>0</u>	<u>0</u>	<u>35,000</u>	<u>35,000</u>	<u>0</u>
Total Special Events	875,052	461,179	916,854	632,697	247,000
PROMOTION & ADVERTISING					
PR Stringer Fees	31,500	31,470	31,500	31,500	0
Seatrade Cruise Conference	2,500	1,649	0	0	0
FCCA Conference & Trade Show	10,050	9,249	4,200	3,351	0
Promo &Advertising Resources	0	0	100,000	0	0
District Advertising Campaign ¹	4,911,195	4,911,195	4,977,042	4,934,382	0
DAC I Webcam	<u>18,400</u>	<u>14,800</u>	<u>18,400</u>	<u>17,716</u>	<u>0</u>
Total Promo & Ad	4,973,645	4,968,363	5,131,142	4,986,949	0

DISTRICT TWO PENNY
ACTIVITIES
KEY WEST

	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
Higgs Beach Special Fund	114,047	0	114,047	0	314,047
Higgs Beach Playground Shade	65,000	57,382	0	0	0
Higgs Bch Roof Replace Plygrd	<u>12,500</u>	<u>0</u>	<u>7,000</u>	<u>0</u>	<u>0</u>
Total Special Beach Fund	191,547	57,382	121,047	0	314,047
KEY WEST					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$11,222,924	\$7,547,493	\$13,002,269	\$7,898,330	\$4,260,788

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

¹ Page 13

⁶ Page 17

DISTRICT TWO PENNY ACTIVITIES LOWER KEYS		REVENUE:	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
		BED TAX REVENUE	600,473	740,518	140,045
		5% RESERVES F.S. 129.01	(30,024)	(37,026)	(7,002)
		BALANCE FORWARD	<u>231,915</u>	<u>339,023</u>	<u>107,108</u>
		TOTAL REVENUE	802,364	1,042,515	240,151
			<u>FY '14</u>	<u>FY '14</u>	<u>FY '15</u>
			<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>
					<u>Expenditures</u>
					<u>Carry Over</u>
ADMINISTRATIVE					
		Salaries/Legal	1,251	1,018	1,145
		Fees & Commissions - Finance	152	71	152
		Utilities	2,005	460	2,232
		Administrative Services	15,702	15,702	17,144
		County Services	27,235	27,202	27,235
		Administrative Resources	<u>753</u>	<u>0</u>	<u>8,037</u>
		Total Administrative	47,098	44,453	55,945
VISITOR INFORMATION SERVICES					
		District Visitor Information Services	<u>91,200</u>	<u>91,200</u>	<u>95,760</u>
		Total VIS	91,200	91,200	95,760
CAPITAL PROJECTS					
		Little Duck Key Beach - Salary	60,406	59,758	58,059
		Little Duck Key Beach - Util/Maint/Op	7,747	7,747	6,844
		Little Duck Key Beach - Cleaning	20,544	19,455	20,161
		Mote Coral Reef Restoration - Lower Keys	0	0	54,000
		Capital Projects Resources	<u>124,258</u>	<u>0</u>	<u>121,584</u>
		Total Capital Projects	212,955	86,960	260,648
SPECIAL EVENTS					
		Fantasy Fest '14	18,623	0	20,000
		BP & LK Island Art Fest	15,000	14,267	0
		BP & LK Nautical Flea Market	14,684	10,270	15,000
		Grimal Grove Holiday Chocolate Festival	0	0	5,000
		No Name Race ⁸	0	0	175
		P. Peterson's Key West Poker Run	10,000	10,000	0
		P. Peterson's Key West Poker Run	15,000	0	15,000
		P. Peterson's Key West Poker Run ⁷	0	0	15,000
		Key West Marathon	2,500	463	0
		Underwater Music Festival	<u>0</u>	<u>0</u>	<u>15,000</u>
		Total Special Events	75,807	35,000	85,175
PROMOTION & ADVERTISING					
		PR Stringer Fees	10,500	10,500	10,500
		District Advertising Campaign ²	346,404	345,378	514,186
		DAC II Webcam	<u>18,400</u>	<u>14,800</u>	<u>20,300</u>
		Total Promo & Ad	375,304	370,678	544,986
LOWER KEYS DISTRICT TWO PENNY PROGRAM					
		TOTAL	\$802,364	\$628,291	\$1,042,514
				\$819,217	\$20,000

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

² Page 13

⁷ Page 17

⁸ Page 17

DISTRICT TWO PENNY ACTIVITIES MARATHON		REVENUE:	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
		BED TAX REVENUE	1,746,784	2,165,830	419,046
		5% RESERVES F.S. 129.01	(87,339)	(108,292)	(20,953)
		BALANCE FORWARD	<u>1,258,812</u>	<u>917,515</u>	<u>(341,297)</u>
		TOTAL REVENUE	2,918,257	2,975,053	56,796
			<u>FY '14</u>	<u>FY '14</u>	<u>FY '15</u>
			<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>
					<u>Expenditures</u>
					<u>Carry Over</u>
ADMINISTRATIVE					
		Salaries/Legal	2,500	2,036	2,292
		Fees & Commissions - Finance	426	208	426
		Administrative Services	38,262	38,262	41,775
		Utilities	4,553	1,051	5,067
		County Services	16,162	16,146	16,400
		Administrative Resources	<u>15,091</u>	<u>0</u>	<u>26,737</u>
		Total Administrative	76,994	57,703	92,697
					28,374
					0
VISITOR INFORMATION SERVICES					
		District Visitor Information Services	<u>160,000</u>	<u>160,000</u>	<u>168,000</u>
		Total VIS	160,000	160,000	168,000
					0
CAPITAL PROJECTS					
		City of Marathon Sombrero Bch Cleaning	65,194	65,194	65,194
		City of Marathon Coco Plum Bch Cleaning	42,827	42,827	42,827
		Coral Reef Restoration - Marathon Waters	25,450	24,305	0
		Sombrero Beach Improvements	25,000	22,025	25,000
		DRC Construct Environmental Svcs Bldg	87,388	0	87,388
		DRC Animal Care & Training Office Building	0	0	48,120
		DRC Replace Fish Freezer Box	31,669	31,669	0
		DRC Shade Structures	40,000	0	40,000
		DRC UV Sanitizer Sprayground	10,000	9,368	10,000
		DRC Replace Ice Macnine	4,500	2,607	4,500
		DRC Construct Welcome Center Building	0	0	421,700
		DRC Renovate Fish House Building	0	0	57,500
		City of Mara Oceanfront Park Ph 3A/B/C	155,000	155,000	0
		City of Mara Oceanfront Park Ph 4	150,000	0	150,000
		City of Mara Oceanfront Park Ph 5	0	0	45,900
		City of Mara Observ Boardwalk, Tiki Huts	37,500	37,500	0
		Pigeon Key Gang Quarters Roof Section	0	0	65,318
		Pigeon Key Gang Quarters Bathroom Rprs	0	0	18,000
		Pigeon Key Gang Quarters Window Repairs	0	0	3,400
		Pigeon Key Saltwater Gate Project	8,500	8,500	0
		Pigeon Key Solar Hot Water	4,750	4,750	0
		Capital Projects Resources	<u>32,274</u>	<u>0</u>	<u>0</u>
		Total Capital Projects	720,052	403,745	1,084,847
					380,667
					591,220
SPECIAL EVENTS					
		Battle in the Bay ⁹	0	0	3,207
		Heroes Salute Weekend	0	0	30,000
		Sombrero Beach Run	10,000	10,000	20,000
		Orig Marathon FK Seafood Fest	10,000	0	0
		Orig Marathon Seafood Fest	50,000	50,000	0
		Marathon Grand Prix of the Sea	15,109	0	0
		Fantasy Fest '14	30,000	0	30,000
		Fantasy Fest	0	0	30,000
		Winter Poker Run & Regatta	<u>0</u>	<u>0</u>	<u>30,000</u>
		Total Special Events	115,109	60,000	143,207
					56,214
					60,000
PROMOTION & ADVERTISING					
		PR Stringer Fees	10,500	10,500	10,500
		DAC III Webcam	18,400	14,800	18,400
		Promo & Adv Resources	29,690	0	0
		District Advertising Campaign ³	<u>1,787,512</u>	<u>1,787,512</u>	<u>1,457,403</u>
		Total Promo & Ad	1,846,102	1,812,812	1,486,303
					1,465,305
					0

DISTRICT TWO PENNY
ACTIVITIES
MARATHON

		FY '14	FY '14	FY '15	FY '15	FY '15
		<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
RESERVES						
Emergency		<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	Total Emergency	0	0	0	0	0
MARATHON						
DISTRICT TWO PENNY PROGRAM						
TOTAL		\$2,918,257	\$2,494,260	\$2,975,054	\$2,098,560	\$651,220

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

³ Page 13

⁹ Page 17

DISTRICT TWO PENNY ACTIVITIES ISLAMORADA	REVENUE:	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
	BED TAX REVENUE	1,379,024	1,641,469	262,445
	5% RESERVES F.S. 129.01	(68,951)	(82,073)	(13,122)
	BALANCE FORWARD	<u>1,071,585</u>	<u>947,854</u>	<u>(123,731)</u>
	TOTAL REVENUE	2,381,658	2,507,250	125,592

	<u>FY '14 Appropriations</u>	<u>FY '14 Expenditures</u>	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '15 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,500	2,036	2,292	2,252	0
Fees & Commissions- Finance	335	162	335	162	0
Utilities	3,911	920	3,911	713	0
Administrative Resources	12,855	0	21,564	0	0
Administrative Services	29,476	29,476	32,182	6,763	0
County Services	<u>14,790</u>	<u>14,779</u>	<u>14,790</u>	<u>12,023</u>	<u>0</u>
Total Administrative	63,867	47,373	75,074	21,913	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>150,000</u>	<u>150,000</u>	<u>157,500</u>	<u>157,500</u>	<u>0</u>
Total VIS	150,000	150,000	157,500	157,500	0

CAPITAL PROJECTS					
Staghorn Elkhorn Coral Restoration	0	0	41,300	41,300	0
Founders Park New Playground Equipment	0	0	31,027	29,899	0
History of Diving Museum Exhibit Enhance	9,500	9,500	29,729	29,729	0
History of Diving Exhibit Space	37,603	0	37,603	37,603	0
History of Diving Museum Sustainability	0	0	5,691	5,691	0
Keys History & Discovery Theater	0	0	164,000	146,590	0
Islamorada Bch Pk Facilities Cleaning	45,000	41,861	48,139	44,243	0
Coral Reef Restoration - Islamorada Waters	30,013	28,684	0	0	0
Wild Bird Center Property Purchase	105,000	105,000	0	0	0
Capital Projects Resources	<u>309,703</u>	<u>0</u>	<u>282,120</u>	<u>0</u>	<u>0</u>
Total Capital Projects	536,819	185,045	639,609	335,055	0

SPECIAL EVENTS					
DAC IV Event Resources	60,479	0	0	0	0
Conch Life Scramble Golf Tournament	9,521	0	9,521	0	0
Conch Life Scramble Golf Tournament	0	0	10,000	0	10,000
Fantasy Fest	15,000	0	15,000	10,179	0
Florida Keys Island Festival	0	0	20,000	20,000	0
Mad Dog Mandich Fishing Classic	10,000	10,000	0	0	0
Mad Dog Mandich Fishing Classic '14	10,000	0	10,000	9,550	0
Mad Dog Mandich Fishing Classic ¹¹	0	0	6,398	0	6,398
Miami Boat Show Poker Run	0	0	10,000	7,082	0
P. Peterson's Key West Poker Run	10,000	10,000	0	0	0
P. Peterson's Key West Poker Run '14	10,000	0	10,000	9,197	0
P. Peterson's Key West Poker Run ⁷	0	0	10,000	0	10,000
Swim for Alligator Lighthouse	0	0	40,000	40,000	40,000
U of Mia Sports Hall of Fame Dolphin	40,000	40,000	0	0	0
Uncorked-KL & Islamorada Food & Wine	25,000	24,410	0	0	0
Upper Keys Reef Crawl	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>2,280</u>	<u>10,000</u>
Total Special Events	190,000	84,410	150,919	98,288	76,398

PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	10,500	10,500	0
District Advertising Campaign ⁴	1,311,172	1,310,932	1,352,848	1,334,053	0
Promo & Adv Resources	100,000	0	100,000	0	0
DAC IV Webcam	<u>19,300</u>	<u>19,300</u>	<u>20,800</u>	<u>20,800</u>	<u>0</u>
Total Promo & Adv	1,440,972	1,340,732	1,484,148	1,365,353	0

ISLAMORADA DISTRICT TWO PENNY PROGRAM					
TOTAL	\$2,381,658	\$1,807,560	\$2,507,250	\$1,978,109	\$76,398

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

⁴ Page 13
⁷ Page 17
¹¹ Page 17

DISTRICT TWO PENNY ACTIVITIES KEY LARGO	REVENUE:	<u>FY '14</u>	<u>FY '15</u>	<u>VARIANCE</u>
	BED TAX REVENUE	1,462,180	1,665,395	203,215
	5% RESERVES F.S. 129.01	(73,109)	(83,270)	(10,161)
	BALANCE FORWARD	<u>530,576</u>	<u>745,591</u>	<u>215,015</u>
	TOTAL REVENUE	1,919,647	2,327,716	408,069

	<u>FY '14 Appropriations</u>	<u>FY '14 Expenditures</u>	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '15 Carry-over</u>
ADMINISTRATIVE					
Salaries/Legal	2,500	2,036	2,292	2,252	0
Fees & Commissions - Finance	365	180	365	180	0
Utilities	980	263	980	238	0
Administrative Services	36,962	36,962	40,355	7,378	0
County Services	53,468	53,384	53,468	37,424	0
Administrative Resources	<u>3,859</u>	<u>0</u>	<u>22,748</u>	<u>0</u>	<u>0</u>
Total Administrative	98,134	92,825	120,208	47,472	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>142,000</u>	<u>142,000</u>	<u>149,100</u>	<u>149,100</u>	<u>0</u>
Total VIS	142,000	142,000	149,100	149,100	0
CAPITAL PROJECTS					
Harry Harris Beach - Salary	64,818	61,975	60,731	57,763	0
Settler's Park - Salary	26,372	26,372	30,820	29,758	0
Harry Harris Beach - Cleaning	19,000	19,000	24,500	23,235	0
Harry Harris Beach - Util/Maint/Rprs	45,000	45,000	39,500	39,500	0
H H Park Children's Playground Shade	20,069	20,069	0	0	0
Coral Reef Restoration - Key Largo Waters	59,813	57,092	0	0	0
MC Key Largo Cultural Cntr Improve	9,965	5,756	0	0	0
Old Settler's Park Improvements	0	0	49,200	47,817	0
Rowell's Beach Park Facility	0	0	55,132	10,610	0
FK Wild Bird Center Property Purchase	160,000	160,000	0	0	0
Capital Projects Resources	<u>126,367</u>	<u>0</u>	<u>330,634</u>	<u>0</u>	<u>0</u>
Total Capital Projects	531,404	395,264	590,517	208,683	0
SPECIAL EVENTS					
Bogart Film Festival	40,000	40,000	25,000	13,493	25,000
Jimmy Johnson Nat'l Billfish Championship	0	0	15,000	15,000	0
Key Largo Bridge Run ¹⁰	20,000	20,000	5,004	0	5,004
Key Largo Original Music Festival	30,000	29,363	25,000	24,370	0
Uncorked-KL & Islamorada Food & Wine	20,000	17,978	20,000	20,000	0
KL Stone Crab & Seafood Fest	7,127	6,967	30,000	28,894	0
Orange Bowl	50,000	50,000	0	0	0
Orange Bowl '14	35,000	0	35,000	18,961	0
Upper Keys Reef Crawl	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>2,520</u>	<u>10,000</u>
Total Special Events	202,127	164,308	165,004	123,238	40,004
PROMOTION & ADVERTISING					
Promo & Adv Resources	50,000	0	50,000	0	0
District Advertising Campaign ⁵	836,486	836,486	1,193,391	1,140,372	0
PR Stringer Fees	10,500	10,500	10,500	10,500	0
DAC V Webcam	<u>48,996</u>	<u>24,000</u>	<u>48,996</u>	<u>24,000</u>	<u>0</u>
Total Promo & Ad	945,982	870,986	1,302,887	1,174,872	0

DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO

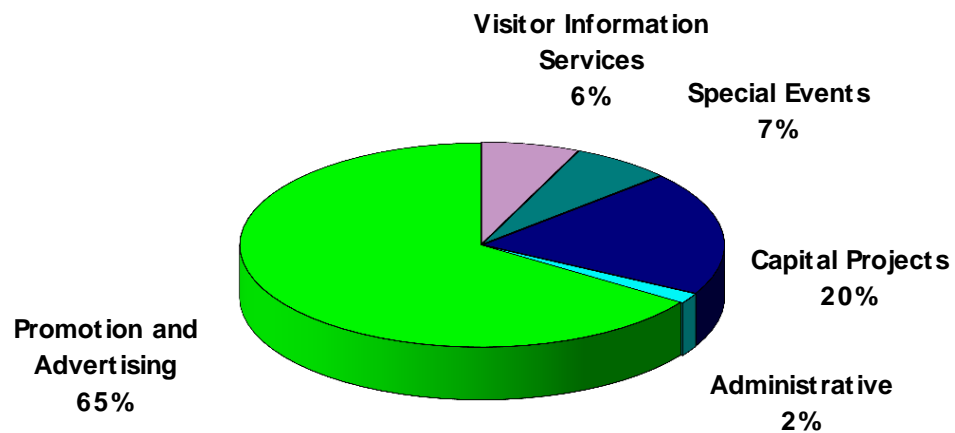
	FY '14	FY '14	FY '15	FY '15	FY '15
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
*Monroe County Finance previous year's corrections					
KEY LARGO					
DISTRIC TWO PENNY PROGRAM					
TOTAL	\$1,919,647	\$1,665,383	\$2,327,716	\$1,703,365	\$40,004

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Two Penny (being that advertising and events fundings are permissible expenditures of the Two Penny fund) resulting in no net loss to the District.

⁵ Page 13

¹⁰ Page 17

Total District Two Penny Expenditures FY 2015



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2015 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCBOCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.